

October 13, 1995

Mr. William F. Caton  
Acting Secretary  
Federal Communications Commission  
Washington, D.C. 20554

RECEIVED

OCT 16 1995

FEDERAL COMMUNICATIONS COMMISSION  
OFFICE OF SECRETARY

KMSP Television

11380 Viking Drive

Eden Prairie, MN 55344-7258

612.944.0000

A United

Television Inc.

Station

Re: MM Docket No. 93-48

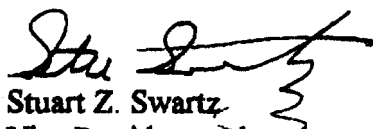
Dear Mr. Caton:

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As a responsible broadcaster, KMSP-TV recognizes its obligations under the Children's Television Act to address the particular needs of children 16 years old and younger. We are concerned, however, that proposed alterations to the definition of "educational and informational" programming and proposed quantitative requirements for full-length children's programming would have the effect of limiting the discretion that local broadcasters use to truly serve the interests of children within their viewing area.

As an example of what KMSP-TV is doing, I enclose a summary of our Safe Team project, a violence prevention and dispute resolution program designed to help children get along with each other. This project has received numerous endorsements, including those of Dr. Sylvia Hewlett, President of the National Parenting Association, Dr. Edith Grothberg from the Institute of Mental Health Incentives, as well as Minnesota's commissioner of education, Minnesota's attorney general and both of our U.S. senators. Efforts to require minimum amounts of full-length children's programming can undervalue the substantial contributions that projects such as The Safe Team make toward the welfare of our nation's children, and may divert resources away from such projects into programming that may be far less beneficial. That is why we believe there is no regulatory substitute for licensee discretion.

Respectfully,

  
Stuart Z. Swartz  
Vice President and  
General Manager

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Enclosure

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OCT 16 1995

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## BACKGROUND INFORMATION

### ABOUT THE *SafeTeam*...

The *SafeTeam* is the first public/private partnership of its kind in Minnesota. The Minnesota Department of Education and commercial television station KMSP-TV, UPN9 have joined forces on this violence prevention program aimed at K-6 students. With curriculum designed by local experts in violence prevention, the *SafeTeam's* goal is to teach children how to make positive choices, take responsibility for their actions and resolve conflicts with classmates, parents and teachers in a peaceful fashion. The *SafeTeam* program was launched in September of 1994 and delivered to 1025 schools in Minnesota.

The *SafeTeam* features six ethnically and physically diverse characters who represent a cross section of kids today.

#### **The *SafeTeam* Credo--**

- 1) Respect yourself and others
- 2) Get help from an adult you know and trust
- 3) Think before you act

#### ***SafeTeam* membership cards--**

The membership cards offer kids a place for their own photo and emergency information such as 911. It also is a carry along reminder of the *SafeTeam* Credo. To date, over 450,000 *SafeTeam* membership cards have been distributed to Minnesota Schools.

**On the air--**

KMSP-TV, UPN9 has been airing "mini" lessons that echo the curriculum being taught in school. These announcements feature the SafeTeam members along with Brian "Z", the popular host of KMSP's kid's club.

KMSP has also been airing quarterly half-hour family specials that fully illustrate the *SafeTeam* and center on topics that help bring kids, parents and teachers together.

**Support and Endorsements--**

The *SafeTeam* has received support and endorsements from Minnesota Governor Arne Carlson, Senator Paul Wellstone, Ramsey County Initiative for Violence Free Families and Communities, National Parenting Association and the Minnesota Chapter of D.A.R.E.

###

# Summary of SafeTeam Program

## KMSP-TV

### September '95 Update

## Overview

The SafeTeam continues to be an innovative and effective state-wide violence prevention program for Minnesota children in grades K-6. With the help of Minnesota Department of Education, the goal of the SafeTeam program is to teach kids in every school, public and parochial, skills needed to get along with each other better.

The SafeTeam meets the challenge of ending violence in schools and communities. In an engaging and entertaining way, kids are taught how to resolve conflicts positively, learn how to deal with bullying behavior and fighting, and most importantly, how to respect and care about themselves and each other.

## On-Air Elements

We have continued to produce :30, and :90 educational vignettes that air in kid's programming. Themes that have been covered are bullying behavior, problem solving, resolving conflict, choices, telling the truth, respect and stress management.

## SafeTeam Activity Books

To augment the program, approximately 400,000 activity books were distributed. The Activity books carry in them the same lessons and messages that make up the content of the SafeTeam. They were designed to be used by kids in conjunction with safety curriculum. This activity book was theme around bus safety.

## SafeTeam Newsletters

Sent to over 1000 schools, the newsletters are sent in conjunction with a quarterly half-hour specials. One that aired this Fall was designed to address bullying behavior. Entitled "Kids who Bully" aired on September 28. The newsletter served as a viewing guide and learning aid.

# SafeTeam Special on Bullying

As mentioned above, a half-hour special "Kid's who Bully" was broadcast at 5:00pm on September 28th. It was promoted on air, and in all the schools via fax. Principals and guidance counsellors were reminded to tune into this SafeTeam special. Other specials produced were entitled "*SafeTeam: Brining Parents and Teachers Together*", and "*Kids and Stress*".

# Interactive SafeTeam Phone Line

On KMSP's interactive phone system, a special line has been established to receive children's comments and feedback on any and all things on their mind. On the phone line there is also a way for children to be immediately connected to a crisis help line if they are in trouble or in danger.

# SafeTeam site on the Internet

As part of KMSP-TV's home page in the World Wide Web, children and schools who have access to computers and the internet can visit the SafeTeam site and learn all about all of the content that is in the newsletters, on-air spots and activity books. They are there for the kids to read, or print out for themselves right in their own home.

# Awards

In September, the SafeTeam program was awarded the "Best of the Best" award by the National Association of Broadcasters in the category of Service to Children.

Also, the SafeTeam won an award from the Minnesota Broadcasters in the category of Outstanding Public Service Campaign, as well as the SafeTeam half-hour special, "Kids and Stress" winning the award for Best Children's Program.

## **BACKGROUND INFORMATION**

### **THE SAFETEAM'S MOST VALUABLE PLAYERS**

#### **Steve and Katia Petersen**

*SafeTeam* curriculum developers, Steve and Katia Petersen, are education professionals who specialize in prevention education services, including advanced teacher training, program development and implementation. Recognized leaders in the field of interpersonal violence prevention, the Petersens have provided consultation, training and have developed curricula for the Minnesota Department of Education.

Katia Petersen is a nationally recognized author and presenter in the field of Primary Prevention. She holds a bachelor's in social work, a master's in Child Psychology and is a Ph. D. candidate in Prevention Education. She has worked as a child therapist at Abbott Northwestern Hospital in Minneapolis. Currently on sabbatical from the St. Paul school system, Katia has developed or co-authored six prevention programs for children K-6 and has been featured in numerous other publications and video projects. To date, Katia has trained over 35,000 educators in 15 states. Ms. Petersen chairs the Minnesota Children's Trust Fund, which provides seed funding for abuse and violence prevention in hundreds of Minnesota communities.

Steve Petersen has a master's degree in Human Development with a specialization in prevention education. Petersen has worked as a child advocate in shelters, and as trainer and consultant to teachers and administrators focusing on violence prevention and community building through teaching positive social skills to children. He has developed or co-authored four prevention programs for elementary school children and has consulted on numerous other publication and video projects.

The Petersens are founders of ARGO and Associates, Inc., a consulting firm specializing in prevention training and curriculum development.

### Brian Czock

Brian "Z" as he is known to thousands of young viewers in Minnesota is the host of KMSP's hugely popular kid's club FTV (short for Fun TV). Brian has presided over FTV since 1992, bringing a sense of fun and excitement to the many different areas of kid's programming KMSP offers.

Brian's role in the *SafeTeam* is one of "master of ceremonies". He often introduces the individual *SafeTeam* members as he tries to teach kids to "treat other people the way you want to be treated" and solve conflicts in a non-violent, peaceful manner.

Always upbeat and positive, Brian encourages his young viewers to use their imagination whenever they can to help them reach their dreams.

Prior to being named the host of FTV, Brian was a company member of the world-renowned Guthrie Theater, Minn. Born in Delano, Minn., Brian attended The American Academy of Dramatic Arts in Los Angeles, California.

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Washington, DC 20036-2891  
(202) 429-5362  
Fax: (202) 775-3516

August 14, 1995

Mr. Stuart Z. Swartz  
Vice President/General Manager  
KMSP  
11358 Viking Drive  
Eden Prairie, MN 55344-

Dear Stuart:

Congratulations! *SafeTeam* has won the NAB's 1995 Service to Children Television Award in the category of Public Service Campaign (Large Market). This year, we received hundreds of entries, and your programming clearly represents some of the best work being done around the country.

We hope you or another representative of your station will be able to join us in Washington, D.C. on Wednesday evening, September 20, 1995, to accept the award. The ceremony, which is being sponsored by AT&T Capital Corporation, will take place in the Cannon Caucus Room of the Cannon House Office Building on Capitol Hill. The evening will begin at 6:30 p.m. with a cocktail reception and will conclude by 8:30 p.m. (We ask that the person accepting the award arrive at 6:00 for a quick walk-through and group picture.) Winners of "Best of the Best" distinctions, sponsored by Post-Newsweek Stations, Bonneville International Corporation, and NAB, will be announced that evening.

We are inviting FCC officials, Senators and Representatives involved with children's issues, and many other distinguished guests. We will inform the members of Congress from your state and district that KMSP has received this honor. Perhaps you would like to invite them as well.

On September 21, the day after the awards ceremony, AT&T Capital Corporation is sponsoring the fifth consecutive Service to Children Television Symposium. The symposium, which will take place at the ANA Hotel, Washington, D.C., will highlight both legal and programming aspects of local children's television. I am enclosing a flyer with more information.

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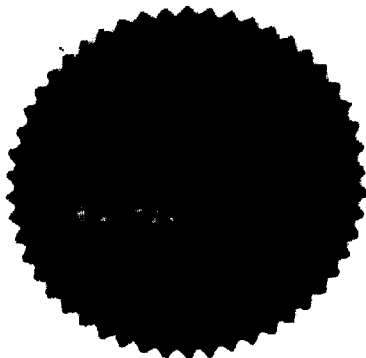
**ARNE H. CARLSON**  
GOVERNOR

**CERTIFICATE OF COMMENDATION**

In recognition of your creation of the SafeTeam and for your many  
contributions to violence prevention activities in Minnesota;  
this commendation is presented to:

***STEVE AND KATIA PETERSEN***

with the appreciation and respect of the people  
of Minnesota.



IN WITNESS WHEREOF, I have hereunto set  
my hand and caused the Great Seal of the State of  
Minnesota to be affixed at the State Capitol this  
twenty-fifth day of August in the year of our  
Lord, one thousand nine hundred and ninety-four  
and of the State the one hundred and thirty-sixth.

  
GOVERNOR

OCT- 6-95 SAT 2:04 PM ARGO AND ASSOC.

FAX NO. 612 823 0132

P. 6

09/15/94 THU 16:39 FAX 6126450704

SENATOR PAUL WELLSTONE

003

PAUL D. WELLSTONE  
MINNESOTA

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**United States Senate**

WASHINGTON, DC 20510-2303

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September 15, 1994

To Whom It May Concern:

I am writing to express my enthusiastic support for the SafeTeam program. SafeTeam is a model collaboration between the Minnesota Department of Education and KMSF-TV aimed at countering learned violence in our society.

In our continuing work on domestic violence prevention, my wife Sheila and I have seen the critical need for greater public awareness of family violence and violence against women and children. SafeTeam addresses this problem by educating children about violence prevention both in the classroom and through the media.

This effort is a crucial strategy to prevent violence in our homes, in our schools, and on our streets. SafeTeam is an innovative, focused initiative that can be used by educators as an engaging and effective violence prevention program. I am extremely proud of this program and urge the continued support of its development.

Sincerely,



Paul David Wellstone  
United States Senator

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417 LITENHILL AVENUE, SE  
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*A Voice for Parents*

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*Professor, African-American Studies*

*Department, Harvard University*

November 22, 1994

Mr. Steve Petersen  
Argo & Associates, Inc.  
4922 Lyndale Avenue South  
Minneapolis, MN 55409

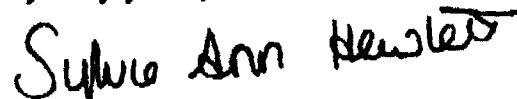
Dear Steve Petersen,

It was a pleasure to meet you at the NPA of Minnesota Town Meeting on October 6, 1994. I have reviewed some of the materials you provided on the Safe Team Program you developed which I understand is currently being used Minnesota.

Since starting work, the NPA has done a great deal of "listening to" parents and we have learned that parents share an urgent concern. Across the face of this country parents go to bed terrified that their children might be shot, abducted or abused. Such is the state of our society, parents fear they might fail to keep their children safe. For this reason, one of the NPA's primary missions is to reduce violence in the lives of children.

Violence prevention programs are an important component in addressing violence and can make a significant difference in a child's life. I support the aims and methods of the Safe Team program which strives to involve parents, children, schools and local communities to create safer environments for children and wish you continued success with your project.

Very truly yours,



Sylvia Ann Hewlett  
Founder and President

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October 22, 1994

National Parenting Association of Minnesota  
P.O.Box 20280  
Bloomington, MN 55420

ARGO and Associates, Inc.  
4922 Lyndale Ave. So.  
Minneapolis, Mn 55409

Dear Steve and Katia,

It is my pleasure to write this letter of endorsement for your work with prevention education services in the state of Minnesota.

The National Parenting Association of Minnesota (NPA of MN) is a non-profit, non-partisan membership organization who's mission is to create a family-friendly America. NPA has adopted the issue of REDUCING VIOLENCE IN THE LIVES OF CHILDREN as our first cutting edge goal.

The work being done in Minnesota by ARGO and Associates Inc., founded by Steve and Katia Petersen, to address the issue of violence in homes, schools and communities, is a model worthy of National attention.

The Safe Team Program brings in all stakeholders-children, parents, educators, media, and government-to create for children an environment to feel safe, accepted and valued.

It is not enough for us to say "they" need to do something about this problem in America. "We" must join forces with committed, respected people like Steve and Katia to create the change necessary for reducing violence in lives of children in America.

The Safe Team approach to bring violence prevention strategies into the community, through both school and mass media, truly enhances the goals of the NPA to bring forth character-building values in society.

Parents across America feel isolated and are convinced that they are not listened to or valued by society at large. The Safe Team characters will teach kids the skills and information they need to become resilient in our challenging and complicated society of the 90's.

The NPA of MN endorses the strategies and educational materials produced by ARGO and Associates. These strategies will create unique partnerships moving toward the element of change urgently needed in America.

The NPA of MN urges others to consider the concept of promoting violence prevention/conflict resolution in every aspect of their lives; if we internalize these values our children will certainly do the same.

The NPA OF MN looks forward to working together, whenever we can, to create a safe environment for children.

Sincerely,

Roxy Foster  
Executive Director  
National Parenting Association of Minnesota



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### To Whom It May Concern

It is with the greatest of pleasure that I commend the work of ARGO on the SafeTeam materials and production. It contains some of the clearest and best information I have seen to help strengthen children as they face conflict and violence. Without strong, confident children, simple conflict resolution skills are incomplete. The prevention approach, in addition to empowering children, is where the greatest yield and lowest costs occur. The current emphasis on punitive responses to unacceptable behavior in children rather than conciliatory and strengthening responses is in stark contrast to the approach of the SafeTeam. The video of the 30 second presentations of the ideas are attractive, clear and most professionally done.

It has been my pleasure to talk with Steve Petersen of Prevention Education Services and to share some of our thinking with him. We at the Institute for Mental Health Initiatives focus on prevention of mental health problems by developing materials on anger management, resilience and conflict resolution. IMHI also publishes a quarterly issue of Dialogue, which is addressed to media writers and producers to provide research and clinical reports in a form that is clearly adaptable to portrayal of characters in the media stories. Some of our topics include: loss; violence; fear; risk-taking; stereotyping and hate; and the most recent one which is on young love, new love. As Managing Editor of the Dialogue, I am increasingly sensitive to prevention rather than correction of human problems. The work of Dr. Petersen is right on target!

I do feel that the work of SafeTeam will make a critical difference in the lives of our children at school and at home, as well as in the community.

Sincerely,

Edith H. Grotberg, Ph.D.  
Senior Associate  
Managing Editor, Dialogue

November 30, 1994

INSTITUTE for MENTAL HEALTH INITIATIVES

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